

POTENTIAL SOURCE OF TRIERS FOR PLAYERS SPECIAL MENTHOL
(Kings and 100's/120's Smokers)

	PLAYERS MENTHOL			
	Total Interviewed	Chose First	Chose Second	Chose First Or Second
<u>Smokers Of:</u>	<u>303</u>	<u>59</u>	<u>67</u>	<u>126</u>
	<u>#</u>	<u>#</u>	<u>#</u>	<u>#</u>
<u>PM BRANDS</u>	<u>77</u>	<u>18</u>	<u>24</u>	<u>42</u>
<u>B&H</u>	<u>38</u>	<u>9</u>	<u>11</u>	<u>20</u>
B&H Menthol	<u>20</u>	<u>3</u>	<u>6</u>	<u>9</u>
B&H Lights Menthol	18	6	5	11
<u>Virginia Slims</u>	<u>23</u>	<u>5</u>	<u>8</u>	<u>13</u>
Virginia Slims Menthol	<u>13</u>	<u>3</u>	<u>4</u>	<u>7</u>
Virginia Slims Lights Men.	10	2	4	6
Marlboro Menthol	7	1	2	3
Merit Menthol	6	2	2	4
Saratoga 120's Menthol	3	1	1	2
<u>OTHER BRANDS</u>	<u>226</u>	<u>41</u>	<u>43</u>	<u>84</u>
<u>Kool</u>	<u>83</u>	<u>11</u>	<u>15</u>	<u>26</u>
Kool	<u>45</u>	<u>7</u>	<u>10</u>	<u>17</u>
Kool Milds	31	4	5	9
Kool Lights	7	--	--	--
<u>Salem</u>	<u>81</u>	<u>16</u>	<u>20</u>	<u>36</u>
Salem	<u>33</u>	<u>5</u>	<u>7</u>	<u>12</u>
Salem Lights	43	11	12	23
Salem Slim Lights	5	--	1	1
<u>Newport</u>	<u>47</u>	<u>9</u>	<u>5</u>	<u>14</u>
Newport	<u>37</u>	<u>7</u>	<u>5</u>	<u>12</u>
Newport Lights	10	2	--	2
<u>More</u>	<u>7</u>	<u>3</u>	<u>2</u>	<u>5</u>
More 120's Menthol	<u>4</u>	<u>2</u>	<u>1</u>	<u>3</u>
More Lights Menthol	3	1	1	2
Belair	3	1	1	2
Vantage Menthol	2	--	--	--
Eve Lights Menthol	1	1	--	1
Kent Menthol	1	--	--	--
Max Menthol	1	--	--	--
<u>Summary</u>				
Flavor low tar brands	140 (46%)	30 (51%)	31 (46%)	61 (48%)
Full flavor brands	163 (54%)	29 (49%)	36 (54%)	65 (52%)

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